

# How to link ideas in a presentation

In this lesson you will learn useful phrases for guiding your audience through a presentation.

## Starter

- 1 Rick Evans is head of marketing for ElexCo, an electronics company that distributes car parts. Look at the first slide below from his presentation. What is he going to talk about?

**1**

**FACTS**

- 3,201 deaths on the roads in the UK
- 28,954 serious injuries
- 560 deaths caused by drink-driving

- 2 What is the alcohol limit for driving in your country? What does your country do to prevent drink-driving?

## Expressions

- 1 Look at the next three slides from Rick's presentation. Match slides 1-4 (including the slide in **Starter**) with extracts A-D from the presentation.

**2**

**OUTLINE**

- Efficiency
- Installation
- Pricing

**3**

**SENSORS**

- Steering wheel monitor
- Eye camera
- Steering pattern sensor

**4**

**EFFICIENCY**

- Measures alcohol in sweat
- When alcohol level high, car won't start
- Doesn't work through gloves

- 2 Complete the presentation extracts A-D with the sentences below.
- i I'll start by giving you a few statistics.
  - ii Let's look at how these gadgets operate.
  - iii I'll come back to this in just a moment.
  - iv In particular, I'd like to draw your attention to

## Speaking

- 1 Now give a mini-presentation on the information below, using phrases from **Expressions** and the **Language box**. Include suggestions for how the government can encourage more careful driving.

### Top driving distractions:

- changing the radio station / CD
- talking on the phone
- eating or drinking
- checking maps

Even after an accident, most drivers don't change their driving habits.

## Language box

We use connectors and sequence markers to signal relationships between ideas. If you are giving a persuasive presentation, the following structure can be an effective way of presenting a counter-argument.

(Make a point) → introduce a counter-argument → oppose the counter-argument → give reason / result / consequence:

It is true that employees' salaries have not increased over the past two years. However, a number of other benefits have been introduced. As a result, the overall package is significantly more attractive.

When giving a presentation, certainly it's important to answer questions, but you must stay focused. In short, listen to questions, but move on, and don't get sidetracked.

## Hint

If you **take the onus off** or **put the onus on** someone, you take away or give them the responsibility for something. It can have a negative connotation. **The sales team can't meet all their targets so we need to take the onus off them.** **They've put the onus on me to meet the sales figures.**

- 3 Look again at extracts A-D. Can you explain the words in bold?

**A** These devices either stop the car, or won't let it start. **First and foremost** is the steering wheel monitor. This detects alcohol in sweat. The camera detects eye movement. **Last but not least**, we have a device that monitors steering patterns. <sup>1</sup>.....

**B** <sup>2</sup>..... 3,000 people die on the road. Of those, some 500 deaths are caused by drink. Admittedly, in Britain drivers may drink some alcohol. Nonetheless, people continue to drink heavily and drive. So, **with this in mind**, we need to take the onus off the driver who drinks.

**C** As far as the steering wheel sensor is concerned, it's one of the most effective devices currently on the market. <sup>3</sup>..... its simplicity; it merely detects levels of alcohol from the sweat in the driver's hands. It is true that it doesn't work through gloves. However, each car will also have other sensors. As a result, the whole package prevents drink-driving.

**D** In my talk, I'll be telling you about a variety of sensors. **Besides** this, I'll also talk about installation. **As regards** pricing, <sup>4</sup>.....

You can also use a three-part pattern to discuss a problem and suggest a solution:

Admittedly, errors have occurred in final documents. Nonetheless, we do have a pool of proofreaders, so please ensure that all work is passed to them for final checks before publication.

## Look

Look again at the presentation in Expressions. Find more examples of three-part patterns.

## Writing

- 1 Complete the text using the words below.  
admittedly as regards as a result be that as it may  
first and foremost last but not least

## Alternatives to petrol

<sup>1</sup>..... are the purely electric cars. It is true that these have zero emissions, and in the UK they are free of road tax.

<sup>2</sup>....., these cars are really only good for the city or town as batteries can only provide around 80 km of driving.

<sup>3</sup>..... hybrid cars (using petrol and electricity), the electric part of the engine is best in stop start city traffic, while the petrol engine is efficient over longer distances. On-board recharging is also possible. <sup>4</sup>....., perhaps these cars are the best option, although, unfortunately, they are not the cheapest.

<sup>5</sup>..... are cars which run on gas. These are easy to top-up, and fuel costs are only about half of regular petrol prices. <sup>6</sup>....., it will cost you around €2,500 to convert your car to gas.



## Lesson record

3 new words from this lesson      3 useful phrases from this lesson

1 ..... 1 .....  
2 ..... 2 .....  
3 ..... 3 .....

Things to remember

.....  
.....  
.....  
.....  
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